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# California Fast Facts 2004

Statewide and  
Regional  
Tourism Facts  
and Figures



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*California*  
TOURISM

Marin County, view from summit of Mount Tamalpais



*California Tourism is a joint marketing venture of the California Travel and Tourism Commission and the Business, Transportation and Housing Agency, Division of Tourism.*

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Additional cover photos by photographer Robert Holmes/California Tourism: San Francisco Cable Cars; Yosemite National Park; Route 66 Museum, Rancho Cucamonga.  
California beach.

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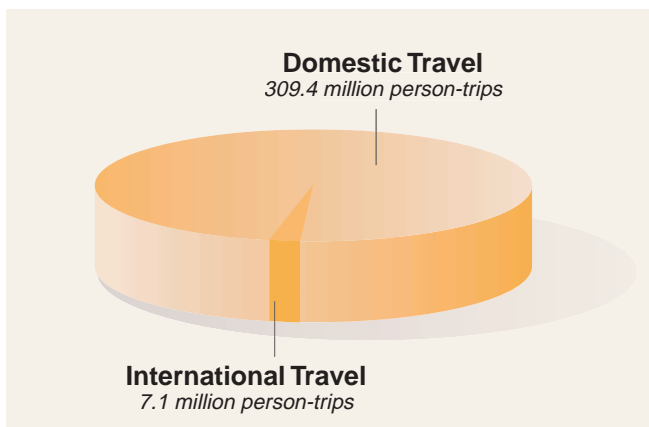
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## Executive Summary

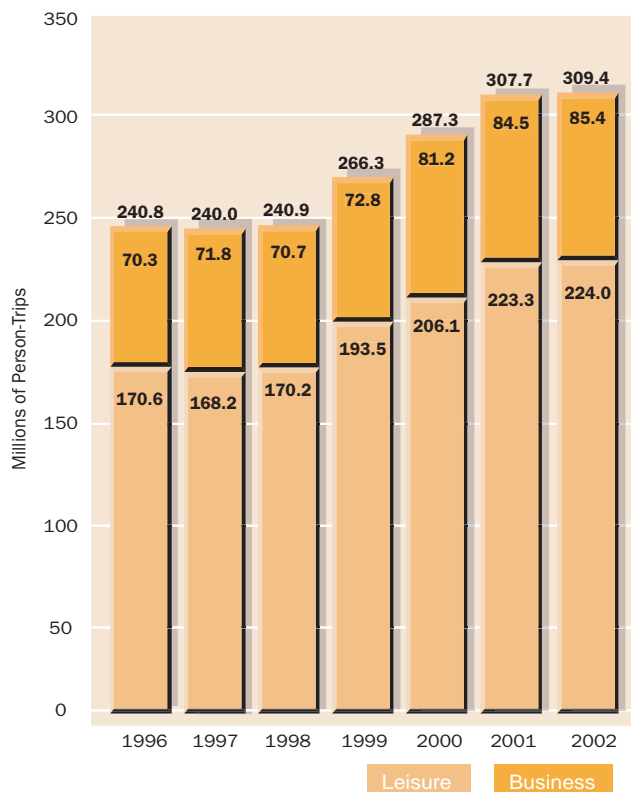
- California was the destination of an estimated 309 million domestic travelers and approximately 7 million international travelers in 2002.
- Californians themselves are the mainstay of the state's travel and tourism industry, comprising 86 percent of in-state domestic travel, or 265 million person-trips. Out-of-state visitors account for 44 million person-trips.
- California's share of the domestic travel market in 2002 was 11.5%, making it the most visited state in America.
- California receives 21% of all overseas tourism to the United States.
- California hosts almost 4.1 million overseas visitors each year. The top five overseas visitor market countries are the United Kingdom, Japan, Australia/New Zealand, South Korea, and Germany.
- Travel by car is the most popular mode of transportation among California travelers, followed by air travel, with bus and train use third.
- Los Angeles County receives the most domestic tourism in the state. 52.9 million person-trips took place in and through Los Angeles County in 2002.
- Travel and tourism expenditures in 2003 amounted to an estimated \$78.2 billion, provided employment for 894,000 Californians (including employees as well as sole proprietors), and generated \$5.0 billion in tax revenue.
- Travel and tourism is the fourth largest employer in California, following professional and technical services, health care and construction. The industry employs more persons than information or electronics.
- Dining, shopping and entertainment are the most popular expenditure based activities among California travelers. Sightseeing, followed by visiting theme and amusement parks, and beach and waterfront activities, are the most popular recreational pursuits.
- Tourism helps diversify and stabilize rural economies. On the average, each California County earns approximately \$1.3 billion per year in direct travel expenditures by visitors.

### Total Travel To and Through CA, 2002



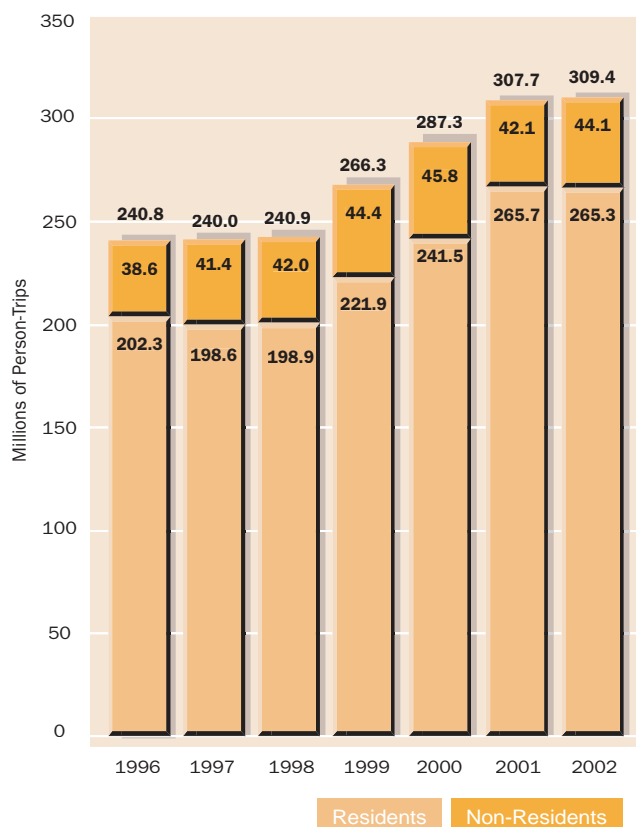
p=preliminary  
Sources: D.K. Shifflet & Associates, Ltd., CIC Research, Inc. and California Tourism

### Business and Leisure Travel To and Through California



Source: D.K. Shifflet & Associates, Ltd.

### Resident and Non-Resident Travel To and Through California



Source: D.K. Shifflet & Associates, Ltd.

## Overseas Visitors to California

| Overseas Country of Residence | 2002      | 2003p     | % change 02/03 |
|-------------------------------|-----------|-----------|----------------|
| Total Overseas                | 4,053,000 | 3,850,000 | -5%            |
| Japan                         | 653,000   | 568,000   | -13%           |
| United Kingdom                | 660,000   | 680,000   | +3%            |
| South Korea                   | 256,000   | 179,000   | -30%           |
| Germany                       | 236,000   | 245,000   | +4%            |
| Australia/New Zealand         | 256,000   | 256,000   | 0%             |

Source: CIC Research, Inc.; California Tourism

## Overseas travel to the United States and California is influenced by:

- The economic stability and prosperity of the home country of a traveler.
- Perceptions of air travel risks such as war and terrorism.
- Foreign exchange rates.
- Air fare, capacity and routes.
- The popularity of Foreign Individual Travel (FIT); individuals who prefer to travel on their own, rather than as part of a tour group, are able to plan their trips with faxes, direct reservation systems, and use of the Internet.
- America's, and particularly California's, image as the center of pop culture and the business world.

## States of Origin

California's bordering states and Mexico generate the preponderance of inbound travel. Border crossing figures for Mexico are based on *all vehicular traffic* across the border, and do not exclude drive through traffic or trips of less than a day's duration.

## Border Crossings, 2002 vs. 2003

|        | # of FY 2001/02 crossings | # of FY 2002/03 crossings | % change 01/02 |
|--------|---------------------------|---------------------------|----------------|
| Mexico | 52,184,637                | 55,998,540                | +7.3%          |

Source: Office of Homeland Security

Visitors from other states that took vacations or other types of trips in California are as follows:

## Top Originating States (Millions of person-trips)

|            | 2001 Volume | 2002 Volume |
|------------|-------------|-------------|
| Nevada     | 5.6         | 6.1         |
| Arizona    | 5.0         | 4.8         |
| Texas      | 4.0         | 3.6         |
| Washington | 2.5         | 3.4         |
| Oregon     | 2.7         | 3.0         |

Source: D.K. Shifflet & Associates, Ltd., 2003

## The Economic Impact of Travel

The travel industry is a major component of California's economy and a primary industry in many local communities. Spending by travelers originating in domestic and international markets generates sales for many different types of businesses in the state, employment for hundreds of thousands of residents, and substantial tax revenues for the state and for local jurisdictions. Since 1992, travel spending has grown an average of 2 percent per year in constant, inflation-adjusted dollars.

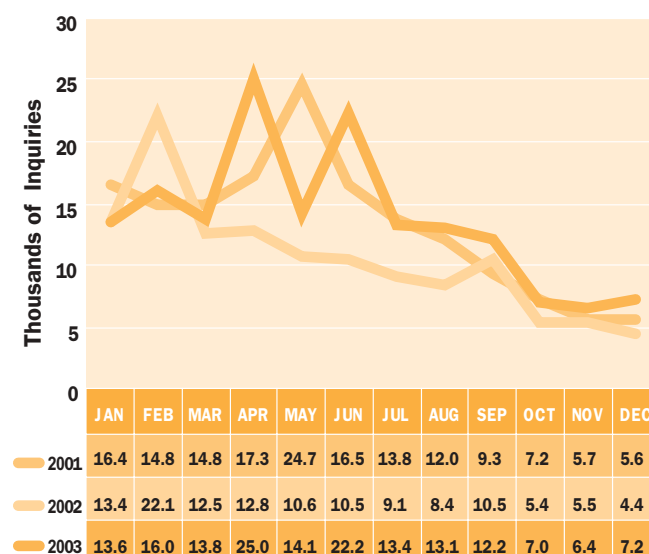
During 2003, preliminary estimates show that travelers to California contributed an estimated \$78.2 billion to the state economy. This spending directly supported 894,000 jobs with total earnings of \$25.9 billion and generated \$5 billion in state and local tax receipts. On average, every \$87,440 of travel spending supported one job in California.

## California Travel Impacts, 1992-2003p

| Year                     | Spending (\$Billion) | Earnings (\$Billion) | Jobs (Thousand) | Tax Receipts (\$Billion) |       |       |
|--------------------------|----------------------|----------------------|-----------------|--------------------------|-------|-------|
|                          |                      |                      |                 | Local                    | State | Total |
| 1992                     | 50.0                 | 16.4                 | 779             | 1.0                      | 2.0   | 3.0   |
| 1993                     | 51.5                 | 16.7                 | 783             | 1.0                      | 2.0   | 3.1   |
| 1994                     | 53.2                 | 17.3                 | 811             | 1.1                      | 2.1   | 3.2   |
| 1995                     | 55.9                 | 18.0                 | 826             | 1.2                      | 2.2   | 3.4   |
| 1996                     | 60.6                 | 19.3                 | 860             | 1.3                      | 2.4   | 3.7   |
| 1997                     | 65.4                 | 20.8                 | 899             | 1.5                      | 2.6   | 4.1   |
| 1998                     | 67.4                 | 22.1                 | 900             | 1.6                      | 2.7   | 4.3   |
| 1999                     | 72.1                 | 23.6                 | 938             | 1.7                      | 2.9   | 4.6   |
| 2000                     | 77.6                 | 25.1                 | 950             | 1.8                      | 3.1   | 4.9   |
| 2001                     | 75.6                 | 24.6                 | 886             | 1.7                      | 3.0   | 4.7   |
| 2002                     | 74.5                 | 24.6                 | 868             | 1.7                      | 3.0   | 4.7   |
| 2003p                    | 78.2                 | 25.9                 | 894             | 1.8                      | 3.2   | 5.0   |
| Annual Percentage Change |                      |                      |                 |                          |       |       |
| 1992-03p                 | 4.1                  | 4.2                  | 1.3             | 5.3                      | 4.3   | 4.6   |
| 2002-03p                 | 5.0                  | 4.9                  | 3.0             | 6.0                      | 5.7   | 5.8   |

Estimates for 2003 are preliminary. All previous estimates have been revised. Details may not add to totals due to rounding.  
Source: Dean Runyan Associates

## California Tourism Visitor Inquiries, 2001-2003



## California Travel Impacts, 1992-2003p

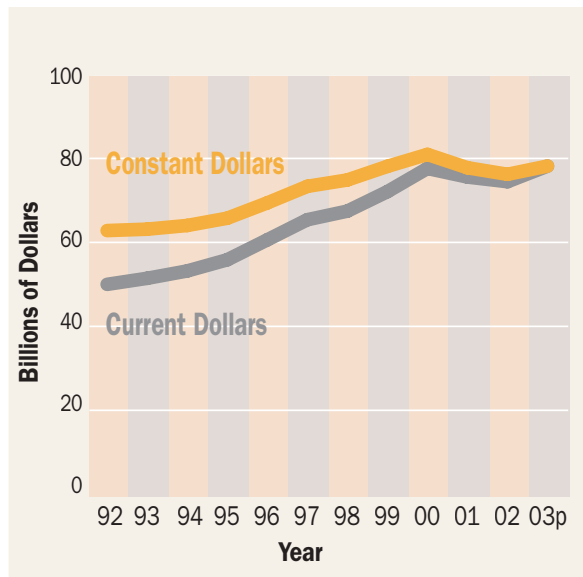
|   | 1992         | 1993         | 1994         | 1995         | 1996         | 1997         | 1998         | 1999         | 2000         | 2001         | 2002         | 2003p        |
|---|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|
| <b>Visitor Spending by Type of Traveler Accommodation (\$Billion)</b> |              |              |              |              |              |              |              |              |              |              |              |              |
| Hotel, Motel, B&B   | 19.4         | 19.7         | 20.2         | 21.5         | 24.0         | 26.9         | 29.1         | 31.7         | 34.4         | 33.1         | 32.7         | 35.2         |
| Private Campground  | 1.6          | 1.6          | 1.8          | 1.8          | 2.0          | 2.4          | 2.1          | 2.3          | 2.5          | 2.6          | 2.5          | 2.6          |
| Public Campground   | 0.4          | 0.4          | 0.4          | 0.4          | 0.4          | 0.4          | 0.4          | 0.4          | 0.5          | 0.5          | 0.5          | 0.5          |
| Private Home  | 6.3          | 6.6          | 6.8          | 7.0          | 7.3          | 7.6          | 7.7          | 8.1          | 8.6          | 8.5          | 8.6          | 9.0          |
| Vacation Home   | 2.4          | 2.4          | 2.5          | 2.5          | 2.6          | 2.7          | 2.7          | 2.8          | 2.9          | 3.0          | 3.1          | 3.2          |
| Day Travel  | 12.0         | 12.3         | 12.7         | 13.2         | 14.3         | 15.4         | 16.0         | 17.1         | 18.2         | 17.1         | 17.2         | 18.3         |
| <b>Spending at Destination</b>  | <b>42.1</b>  | <b>43.0</b>  | <b>44.3</b>  | <b>46.4</b>  | <b>50.5</b>  | <b>55.4</b>  | <b>58.0</b>  | <b>62.4</b>  | <b>67.1</b>  | <b>64.8</b>  | <b>64.6</b>  | <b>68.8</b>  |
| <b>Visitor Spending by Commodity Purchased (\$Billion)</b>            |              |              |              |              |              |              |              |              |              |              |              |              |
| Accommodations  | 7.1          | 7.3          | 7.6          | 8.0          | 8.9          | 9.9          | 10.6         | 11.5         | 12.6         | 12.1         | 11.6         | 12.1         |
| Food & Beverage Services  | 10.8         | 10.9         | 11.2         | 11.7         | 12.6         | 13.9         | 14.7         | 15.7         | 16.4         | 15.9         | 16.5         | 17.5         |
| Food Stores   | 1.5          | 1.5          | 1.6          | 1.7          | 1.8          | 2.0          | 2.1          | 2.2          | 2.3          | 2.3          | 2.3          | 2.5          |
| Ground Tran. & Motor Fuel   | 5.7          | 5.7          | 5.8          | 6.0          | 6.5          | 7.0          | 6.7          | 7.6          | 9.0          | 8.5          | 8.0          | 9.7          |
| Recreation, Entertainment   | 7.8          | 8.1          | 8.3          | 8.8          | 9.5          | 10.4         | 11.0         | 11.8         | 12.4         | 12.0         | 12.3         | 12.9         |
| Shopping  | 9.2          | 9.5          | 9.8          | 10.3         | 11.2         | 12.2         | 12.8         | 13.7         | 14.4         | 13.9         | 13.8         | 14.0         |
| <b>Spending at Destination</b>  | <b>42.1</b>  | <b>43.0</b>  | <b>44.3</b>  | <b>46.4</b>  | <b>50.5</b>  | <b>55.4</b>  | <b>58.0</b>  | <b>62.4</b>  | <b>67.1</b>  | <b>64.8</b>  | <b>64.6</b>  | <b>68.8</b>  |
| <b>Total Direct Travel Spending (\$Billion)</b>                       |              |              |              |              |              |              |              |              |              |              |              |              |
| Visitor Spending at Destination                                       | 42.1         | 43.0         | 44.3         | 46.4         | 50.5         | 55.4         | 58.0         | 62.4         | 67.1         | 64.8         | 64.6         | 68.8         |
| Air Transp. & Travel Services   | 7.9          | 8.4          | 8.8          | 9.5          | 10.1         | 10.0         | 9.4          | 9.7          | 10.5         | 10.8         | 9.9          | 9.4          |
| <b>Total Direct Spending</b>  | <b>50.0</b>  | <b>51.5</b>  | <b>53.2</b>  | <b>55.9</b>  | <b>60.6</b>  | <b>65.4</b>  | <b>67.4</b>  | <b>72.1</b>  | <b>77.6</b>  | <b>75.6</b>  | <b>74.5</b>  | <b>78.2</b>  |
| <b>Travel-Generated Earnings by Industry (\$Billion)</b>              |              |              |              |              |              |              |              |              |              |              |              |              |
| Accommodations & Food Services  | 6.8          | 6.9          | 7.1          | 7.4          | 8.2          | 9.0          | 9.8          | 10.6         | 11.5         | 10.9         | 11.3         | 12.2         |
| Arts, Entertainment & Recreation                                      | 3.9          | 4.0          | 4.1          | 4.3          | 4.7          | 5.1          | 5.4          | 5.8          | 6.1          | 5.9          | 6.0          | 6.3          |
| Retail (incl. Motor Fuel)   | 1.5          | 1.6          | 1.6          | 1.7          | 1.7          | 1.9          | 2.0          | 2.1          | 2.2          | 2.3          | 2.3          | 2.4          |
| Air Transportation  | 2.7          | 2.7          | 2.8          | 2.8          | 2.9          | 2.9          | 2.9          | 3.0          | 3.0          | 3.2          | 3.0          | 2.8          |
| Travel Arrangement Services   | 1.3          | 1.3          | 1.4          | 1.5          | 1.5          | 1.6          | 1.7          | 1.7          | 1.9          | 1.8          | 1.7          | 1.6          |
| Auto Rental & other ground tran.                                      | 0.3          | 0.3          | 0.3          | 0.3          | 0.3          | 0.3          | 0.4          | 0.4          | 0.4          | 0.4          | 0.4          | 0.4          |
| <b>Total Direct Earnings</b>  | <b>16.4</b>  | <b>16.7</b>  | <b>17.3</b>  | <b>18.0</b>  | <b>19.3</b>  | <b>20.8</b>  | <b>22.1</b>  | <b>23.6</b>  | <b>25.1</b>  | <b>24.6</b>  | <b>24.6</b>  | <b>25.9</b>  |
| <b>Travel-Generated Employment by Industry (Thousand Jobs)</b>        |              |              |              |              |              |              |              |              |              |              |              |              |
| Accommodations & Food Service   | 387.3        | 392.2        | 401.9        | 411.9        | 437.1        | 456.2        | 466.1        | 489.6        | 505.1        | 463.5        | 465.8        | 492.3        |
| Arts, Entertainment & Recreation                                      | 196.4        | 196.4        | 209.0        | 211.9        | 220.5        | 236.7        | 230.5        | 241.5        | 239.6        | 223.4        | 216.3        | 220.8        |
| Retail (incl. Motor Fuel)   | 78.8         | 79.4         | 81.5         | 83.8         | 83.2         | 86.0         | 85.6         | 87.4         | 85.6         | 85.2         | 83.0         | 84.6         |
| Air Transportation  | 58.4         | 57.9         | 58.0         | 57.0         | 58.2         | 57.7         | 56.8         | 58.1         | 58.6         | 56.9         | 49.3         | 44.4         |
| Travel Arrangement Services   | 44.6         | 43.7         | 46.3         | 46.3         | 45.2         | 46.2         | 45.3         | 45.2         | 44.8         | 42.1         | 38.7         | 36.4         |
| Auto Rental & other ground tran.                                      | 13.5         | 13.6         | 14.6         | 14.8         | 15.3         | 16.4         | 16.2         | 16.4         | 16.7         | 15.3         | 15.0         | 15.8         |
| <b>Total Direct Employment</b>  | <b>779.0</b> | <b>783.2</b> | <b>811.3</b> | <b>825.7</b> | <b>859.6</b> | <b>899.2</b> | <b>900.5</b> | <b>938.1</b> | <b>950.3</b> | <b>886.4</b> | <b>868.1</b> | <b>894.2</b> |
| <b>Tax Revenues Generated by Travel Spending (\$Billion)</b>          |              |              |              |              |              |              |              |              |              |              |              |              |
| Local Taxes   | 1.0          | 1.0          | 1.1          | 1.2          | 1.3          | 1.5          | 1.6          | 1.7          | 1.8          | 1.7          | 1.7          | 1.8          |
| State Taxes   | 2.0          | 2.0          | 2.1          | 2.2          | 2.4          | 2.6          | 2.7          | 2.9          | 3.1          | 3.0          | 3.0          | 3.2          |
| Federal Taxes   | 2.8          | 2.8          | 2.9          | 3.1          | 3.3          | 3.5          | 3.5          | 3.7          | 4.0          | 4.1          | 4.1          | 4.2          |
| <b>Total Direct Tax Receipts</b>                                      | <b>5.8</b>   | <b>5.9</b>   | <b>6.1</b>   | <b>6.5</b>   | <b>7.0</b>   | <b>7.5</b>   | <b>7.8</b>   | <b>8.3</b>   | <b>8.9</b>   | <b>8.9</b>   | <b>8.8</b>   | <b>9.2</b>   |

Note: Total earnings include wage & salary disbursements, other earned income and proprietor income. Employment includes payroll employees and proprietors. Estimates for 2003 are preliminary (p). Local tax receipts include transient occupancy taxes and local sales taxes. State tax receipts include state sales taxes, motor fuel tax, and personal and corporate income taxes. Property taxes are not included. These estimates supersede all previous estimates released by the California Technology, Trade and Commerce Agency. Details may not add to totals due to rounding.

Source: Dean Runyan Associates

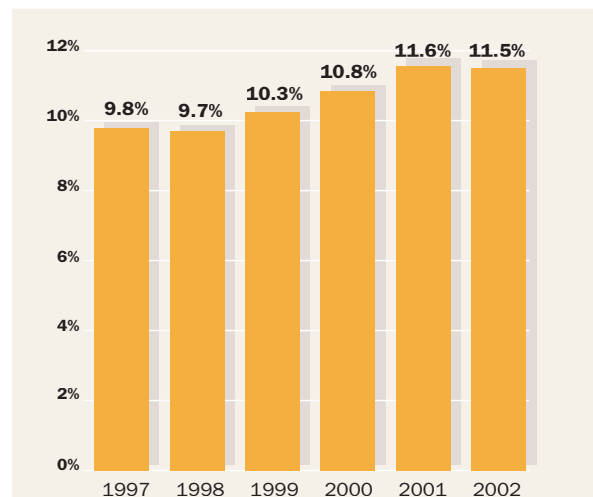


### California Travel Spending in Current and Constant Dollars, 1992-2003p



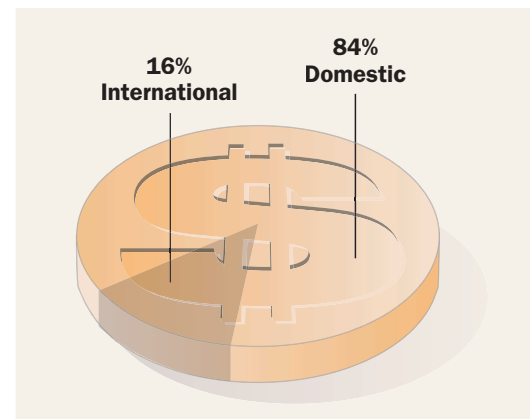
Note: Constant dollar travel spending deflated by composite of CPI-West Urban price indices and room rates reported by Smith Travel Research.  
Source: Dean Runyan Associates

### California's Share of the U.S. Travel Market, 1997-2002



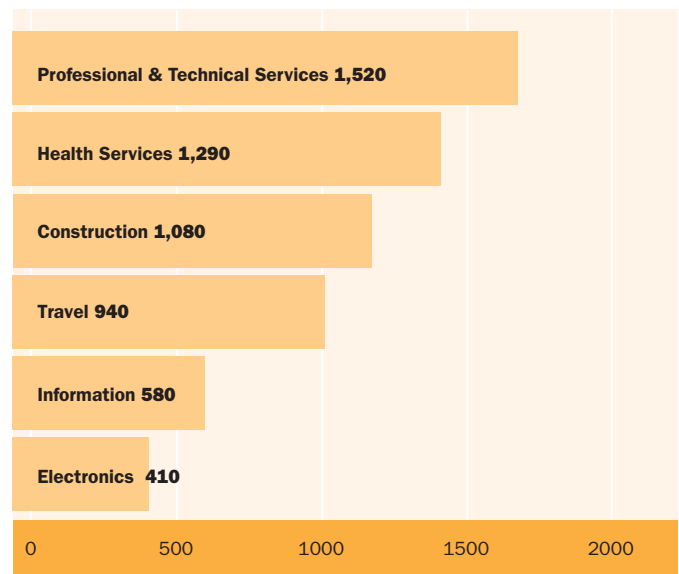
Source: D.K. Shifflet & Associates, Ltd., 2003

### Domestic vs. International Spending, 2003 (Percent of destination spending)



Note: International air fares not included.  
Source: Dean Runyan Associates, Bureau of Economic Analysis and International Trade Administration, U.S. Department of Commerce

### Industry Employment in California, 2002



Professional & technical services corresponds to NAICS Sector 54, Health Services – NAICS subsectors 621, 622, 623; Construction – Sector 23, Information – sector 51, Electronics – subsectors 334 and 335.  
Source: Dean Runyan Associates, U.S. Bureau of Labor Statistics and U.S. Bureau of Economic Analysis

### Impacts Generated by Travel Spending in California

|  | 1997     | 1998     | 1999     | 2000     | 2001     | 2002     | 2003     |
|--|----------|----------|----------|----------|----------|----------|----------|
| Amount of Travel Spending to Support 1 Job     | \$72,730 | \$74,900 | \$76,850 | \$81,670 | \$85,260 | \$85,780 | \$87,440 |
| Tax Revenue Generated by \$100 Travel Spending |          |          |          |          |          |          |          |
| Local  | \$2.33   | \$2.31   | \$2.33   | \$2.36   | \$2.30   | \$2.28   | \$2.30   |
| State  | \$3.98   | \$4.04   | \$4.01   | \$3.96   | \$3.93   | \$4.01   | \$4.03   |

Source: Dean Runyan Associates, 2004

## Total Travel Spending by County, 1992-2002 (\$Millions)

|                   | 1992          | 1993          | 1994          | 1995          | 1996          | 1997          | 1998          | 1999          | 2000          | 2001          | 2002          | *Annual Chg. |
|-------------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|--------------|
| Alameda           | 1,494.6       | 1,573.3       | 1,645.6       | 1,835.2       | 2,071.4       | 2,211.7       | 2,281.9       | 2,502.3       | 2,794.3       | 2,611.5       | 2,456.0       | 5.1          |
| Alpine            | 17.4          | 17.9          | 18.3          | 18.5          | 20.6          | 22.4          | 22.2          | 24.0          | 24.7          | 25.9          | 26.8          | 4.4          |
| Amador            | 53.0          | 54.5          | 56.5          | 60.8          | 67.0          | 71.7          | 69.8          | 73.9          | 79.2          | 92.1          | 99.2          | 6.5          |
| Butte             | 126.5         | 133.6         | 144.6         | 151.8         | 159.3         | 162.4         | 170.4         | 177.9         | 190.9         | 191.6         | 193.5         | 4.3          |
| Calaveras         | 84.4          | 87.5          | 92.8          | 96.4          | 99.1          | 103.3         | 106.5         | 115.8         | 119.4         | 123.8         | 126.1         | 4.1          |
| Colusa            | 26.4          | 26.8          | 27.3          | 27.5          | 28.6          | 28.8          | 30.8          | 32.7          | 36.1          | 36.2          | 36.3          | 3.3          |
| Contra Costa      | 606.7         | 621.2         | 643.3         | 673.8         | 723.8         | 798.9         | 838.7         | 905.4         | 995.3         | 941.1         | 902.1         | 4.0          |
| Del Norte         | 67.6          | 67.5          | 70.0          | 68.4          | 71.9          | 76.5          | 73.1          | 78.6          | 81.0          | 82.3          | 83.7          | 2.1          |
| El Dorado         | 417.1         | 430.5         | 442.0         | 448.0         | 454.4         | 476.4         | 493.6         | 520.9         | 532.5         | 534.9         | 543.8         | 2.7          |
| Fresno            | 589.8         | 603.0         | 618.1         | 634.6         | 666.3         | 691.0         | 706.0         | 744.6         | 814.7         | 811.9         | 808.9         | 3.2          |
| Glenn             | 26.1          | 26.5          | 27.7          | 28.9          | 31.0          | 32.2          | 32.9          | 35.1          | 38.9          | 38.5          | 38.7          | 4.0          |
| Humboldt          | 185.0         | 188.7         | 194.0         | 199.0         | 202.0         | 206.9         | 208.8         | 224.7         | 237.0         | 236.4         | 239.7         | 2.6          |
| Imperial          | 150.6         | 160.9         | 167.3         | 170.7         | 185.1         | 216.0         | 204.8         | 214.5         | 235.8         | 236.2         | 239.9         | 4.8          |
| Inyo              | 106.6         | 110.5         | 111.6         | 118.1         | 126.1         | 137.9         | 136.0         | 141.0         | 148.9         | 147.5         | 154.4         | 3.8          |
| Kern              | 644.8         | 660.9         | 680.0         | 668.3         | 708.3         | 775.9         | 774.3         | 795.0         | 885.5         | 887.8         | 877.8         | 3.1          |
| Kings             | 68.0          | 69.9          | 72.7          | 75.0          | 79.6          | 84.4          | 87.3          | 93.3          | 101.8         | 101.5         | 104.2         | 4.4          |
| Lake              | 90.5          | 93.2          | 96.4          | 100.0         | 104.3         | 108.3         | 108.8         | 117.2         | 126.5         | 133.9         | 136.2         | 4.2          |
| Lassen            | 37.2          | 38.5          | 39.6          | 41.1          | 42.7          | 43.3          | 45.3          | 47.1          | 50.6          | 53.2          | 54.0          | 3.8          |
| Los Angeles       | 12,395.8      | 12,611.0      | 13,041.5      | 13,696.4      | 14,774.2      | 15,600.2      | 15,791.1      | 16,859.9      | 18,241.4      | 18,140.0      | 17,642.7      | 3.6          |
| Madera            | 104.7         | 111.0         | 116.9         | 122.9         | 133.0         | 140.3         | 140.1         | 150.2         | 159.6         | 162.9         | 165.2         | 4.7          |
| Marin             | 278.8         | 315.2         | 329.1         | 348.4         | 377.7         | 418.1         | 439.2         | 484.3         | 526.9         | 509.7         | 516.7         | 6.4          |
| Mariposa          | 183.9         | 191.0         | 211.9         | 210.3         | 193.9         | 207.8         | 224.6         | 231.0         | 241.1         | 260.4         | 269.3         | 3.9          |
| Mendocino         | 205.8         | 204.5         | 214.8         | 227.5         | 229.0         | 238.6         | 247.7         | 264.1         | 283.2         | 283.9         | 292.1         | 3.6          |
| Merced            | 107.6         | 110.8         | 113.9         | 113.4         | 114.7         | 119.5         | 121.6         | 132.6         | 145.9         | 144.9         | 143.5         | 2.9          |
| Modoc             | 12.8          | 12.6          | 12.9          | 13.4          | 14.1          | 14.3          | 14.9          | 15.4          | 16.7          | 17.3          | 17.3          | 3.0          |
| Mono              | 196.7         | 192.2         | 200.6         | 205.9         | 208.5         | 232.1         | 244.2         | 270.6         | 291.8         | 317.3         | 327.6         | 5.2          |
| Monterey          | 1,160.7       | 1,197.8       | 1,228.6       | 1,312.4       | 1,456.6       | 1,562.6       | 1,632.1       | 1,808.2       | 1,876.0       | 1,850.9       | 1,839.1       | 4.7          |
| Napa              | 357.8         | 371.0         | 408.6         | 451.3         | 489.1         | 537.2         | 571.4         | 589.7         | 631.2         | 650.4         | 666.8         | 6.4          |
| Nevada            | 153.6         | 153.0         | 157.0         | 159.6         | 170.7         | 182.4         | 182.3         | 198.6         | 214.0         | 219.3         | 223.9         | 3.8          |
| Orange            | 4,271.3       | 4,331.1       | 4,543.3       | 4,769.1       | 5,137.6       | 5,513.1       | 5,659.0       | 5,860.0       | 6,336.7       | 6,309.6       | 6,345.0       | 4.0          |
| Placer            | 340.5         | 363.7         | 391.0         | 411.1         | 427.5         | 468.1         | 508.1         | 534.2         | 554.7         | 562.3         | 580.1         | 5.5          |
| Plumas            | 67.7          | 68.9          | 70.7          | 73.2          | 76.0          | 76.8          | 82.1          | 83.7          | 88.9          | 94.5          | 96.4          | 3.6          |
| Riverside         | 3,018.9       | 3,070.5       | 3,182.1       | 3,312.3       | 3,570.1       | 3,936.0       | 3,972.8       | 4,275.1       | 4,508.9       | 4,631.0       | 4,739.5       | 4.6          |
| Sacramento        | 1,246.0       | 1,270.8       | 1,311.8       | 1,368.7       | 1,450.6       | 1,554.0       | 1,633.1       | 1,745.8       | 1,930.1       | 1,931.9       | 1,956.0       | 4.6          |
| San Benito        | 48.7          | 49.8          | 49.8          | 51.3          | 56.7          | 61.3          | 63.1          | 69.0          | 74.3          | 73.3          | 73.1          | 4.1          |
| San Bernardino    | 1,914.3       | 1,998.3       | 2,052.8       | 2,099.2       | 2,218.6       | 2,394.9       | 2,405.1       | 2,547.3       | 2,732.6       | 2,757.3       | 2,780.0       | 3.8          |
| San Diego         | 5,147.2       | 5,241.6       | 5,219.9       | 5,403.7       | 6,232.0       | 7,137.1       | 7,664.2       | 8,124.5       | 8,766.1       | 8,559.5       | 8,585.6       | 5.2          |
| San Francisco     | 5,637.1       | 5,967.8       | 6,230.6       | 6,631.2       | 7,150.9       | 7,568.9       | 7,714.4       | 8,427.8       | 8,826.4       | 7,882.0       | 7,489.7       | 2.9          |
| San Joaquin       | 307.6         | 309.7         | 318.4         | 324.9         | 334.2         | 353.2         | 362.8         | 393.8         | 454.2         | 456.5         | 455.0         | 4.0          |
| San Luis Obispo   | 625.8         | 654.7         | 630.1         | 632.8         | 689.0         | 732.9         | 770.7         | 832.4         | 906.8         | 898.5         | 903.9         | 3.7          |
| San Mateo         | 1,776.1       | 1,844.4       | 1,938.7       | 2,087.2       | 2,274.6       | 2,465.8       | 2,553.9       | 2,675.8       | 2,848.9       | 2,535.2       | 2,426.8       | 3.2          |
| Santa Barbara     | 760.1         | 783.2         | 816.6         | 854.2         | 905.3         | 974.3         | 1,024.9       | 1,090.9       | 1,163.5       | 1,167.7       | 1,177.6       | 4.5          |
| Santa Clara       | 1,724.9       | 1,818.2       | 1,933.3       | 2,131.4       | 2,444.8       | 2,793.0       | 3,011.6       | 3,262.5       | 3,616.7       | 3,244.8       | 3,025.4       | 5.8          |
| Santa Cruz        | 360.3         | 368.8         | 372.5         | 391.0         | 417.8         | 450.0         | 467.6         | 519.7         | 540.7         | 525.3         | 500.7         | 3.3          |
| Shasta            | 212.2         | 213.0         | 219.8         | 223.7         | 234.7         | 240.9         | 251.8         | 263.5         | 284.9         | 284.6         | 289.4         | 3.2          |
| Sierra            | 9.2           | 10.0          | 11.3          | 11.8          | 12.3          | 13.0          | 13.7          | 14.5          | 15.5          | 15.8          | 16.2          | 5.9          |
| Siskiyou          | 94.9          | 95.9          | 98.4          | 102.4         | 107.6         | 111.8         | 119.3         | 122.3         | 131.1         | 141.9         | 145.1         | 4.3          |
| Solano            | 313.3         | 322.6         | 328.8         | 336.9         | 356.6         | 386.5         | 396.3         | 430.7         | 484.9         | 463.2         | 451.1         | 3.7          |
| Sonoma            | 653.5         | 670.3         | 690.6         | 723.9         | 776.1         | 832.9         | 877.3         | 931.5         | 993.4         | 985.6         | 976.9         | 4.1          |
| Stanislaus        | 227.6         | 241.7         | 251.8         | 260.1         | 270.9         | 279.9         | 280.8         | 303.5         | 338.6         | 339.2         | 340.2         | 4.1          |
| Sutter            | 42.1          | 42.7          | 43.1          | 43.8          | 46.6          | 48.0          | 48.0          | 51.7          | 57.9          | 57.4          | 57.4          | 3.2          |
| Tehama            | 62.2          | 64.4          | 66.6          | 68.4          | 72.5          | 75.2          | 79.3          | 81.8          | 87.7          | 91.0          | 92.1          | 4.0          |
| Trinity           | 30.3          | 31.4          | 32.2          | 33.0          | 34.7          | 35.7          | 38.6          | 39.1          | 40.9          | 43.0          | 43.8          | 3.7          |
| Tulare            | 184.3         | 191.8         | 198.1         | 203.8         | 212.5         | 224.8         | 232.9         | 244.7         | 264.4         | 269.4         | 276.9         | 4.2          |
| Tuolumne          | 99.2          | 104.0         | 106.2         | 105.5         | 109.2         | 117.5         | 122.0         | 129.5         | 134.8         | 137.1         | 139.2         | 3.4          |
| Ventura           | 706.6         | 705.3         | 719.3         | 736.3         | 786.9         | 836.2         | 874.9         | 952.3         | 1,053.0       | 1,016.1       | 1,016.7       | 3.7          |
| Yolo              | 140.9         | 142.7         | 145.1         | 149.9         | 158.3         | 167.1         | 171.8         | 185.7         | 204.3         | 201.3         | 199.2         | 3.5          |
| Yuba              | 40.0          | 40.0          | 39.7          | 43.5          | 46.9          | 47.7          | 46.9          | 50.4          | 56.0          | 56.2          | 56.2          | 3.4          |
| <b>California</b> | <b>50,013</b> | <b>51,452</b> | <b>53,196</b> | <b>55,862</b> | <b>60,615</b> | <b>65,398</b> | <b>67,447</b> | <b>72,092</b> | <b>77,618</b> | <b>75,574</b> | <b>74,461</b> | <b>4.1</b>   |

\*Annual Change is the average annual percentage change.



## California's Top Attractions

### Top Ten California Theme Parks (Based on 2003 attendance)

|  |            |
|--|------------|
| Disneyland, Anaheim                    | 12,720,000 |
| Disney's California Adventure          | 5,311,000  |
| Universal Studios Hollywood™           | 4,576,000  |
| SeaWorld, San Diego                    | 4,000,000  |
| Knott's Berry Farm, Buena Park         | 3,479,895  |
| San Diego Zoo                          | 3,085,038  |
| Six Flags Magic Mountain, Valencia     | 3,050,000  |
| Santa Cruz Beach Boardwalk, Santa Cruz | 3,000,000  |
| Paramount's Great America, Santa Clara | 1,911,000  |
| Monterey Bay Aquarium, Monterey        | 1,678,929  |
| Six Flags Marine World, Vallejo        | 1,725,000  |
| San Diego Zoo's Wild Animal Park       | 1,402,906  |
| Legoland, Carlsbad                     | 1,300,000  |

Sources: *Amusement Business* (Year-End Issue, 2003), Monterey Bay Aquarium, San Diego Zoo and Wild Animal Park

### Top Ten National Park Facilities (Based on 2003 visitation)

|   |            |
|---|------------|
| Golden Gate National Recreation Area                | 13,833,580 |
| San Francisco Maritime Museum                       | 4,004,812  |
| Yosemite National Park                              | 3,378,662  |
| Point Reyes National Seashore                       | 2,224,880  |
| Fort Point National Historic Site                   | 1,635,976  |
| Joshua Tree National Park                           | 1,280,465  |
| Cabrillo National Monument                          | 958,689    |
| Death Valley National Park                          | 785,395    |
| Sequoia National Park                               | 979,296    |
| Whiskeytown-Shasta-Trinity National Recreation Area | 750,951    |

Source: National Park Service, 2004

### Top Ten State Parks (Based on 2002/2003 fiscal year visitation)

|  |           |
|--|-----------|
| Old Town San Diego State Historic Park | 6,490,000 |
| Huntington State Beach                 | 3,769,946 |
| Sonoma Coast State Beach               | 2,909,842 |
| San Onofre State Beach                 | 2,385,014 |
| Seacliff State Beach                   | 2,335,059 |
| Bolsa Chica State Beach                | 2,257,957 |
| Doheny State Beach                     | 1,834,908 |
| Carlsbad State Beach                   | 1,593,639 |
| Big Basin Redwoods State Park          | 1,554,654 |
| Morro Bay State Park                   | 1,515,506 |

Source: California State Parks, 2003

## Modes of Transportation

Travelers to and through California continue to utilize their own or rented vehicles for the majority of travel. Non-residents on leisure trips are split between use of air or vehicular travel.

### Main Mode of Transportation, 2002 (% of Person-trips)

|                 | All California Travel |          |         | California Leisure Travel |               |
|-----------------|-----------------------|----------|---------|---------------------------|---------------|
|                 | Total                 | Business | Leisure | Residents                 | Non-Residents |
| Vehicular       |                       |          |         |                           |               |
| Auto            | 74.1                  | 68.2     | 76.4    | 81.6                      | 41.1          |
| Van/Small Truck | 8.2                   | 7.1      | 8.6     | 8.6                       | 9.0           |
| Camper/RV       | 1.4                   | 0.8      | 1.6     | 1.5                       | 2.2           |
| Air Travel      | 10.5                  | 18.4     | 7.4     | 2.1                       | 43.3          |
| Bus/Train       | 2.1                   | 1.9      | 2.2     | 2.1                       | 2.2           |

Source: D.K. Shifflet & Associates, Ltd., 2003

### Domestic Air Arrivals, 2002 vs. 2003

| Airport       | # of 2002 arrivals | # of 2003 arrivals | % change 02/03 |
|---------------|--------------------|--------------------|----------------|
| Los Angeles   | 20,633,000         | 20,115,000         | -2.5%          |
| San Francisco | 11,690,000         | 11,031,000         | -5.6%          |
| San Diego     | 7,313,000          | 7,493,000          | 2.5%           |

Sources: City of Los Angeles Dept. of Airports; SFO Bureau of Communications; San Diego Unified Port District Airport Operations Dept.

### International Air Arrivals, 2002 vs. 2003

| Airport       | # of 2002 arrivals | # of 2003 arrivals | % change 02/03 |
|---------------|--------------------|--------------------|----------------|
| Los Angeles   | 7,409,000          | 7,316,000          | -1.3%          |
| San Francisco | 3,628,000          | 3,342,000          | -7.9%          |
| San Diego     | 148,000            | 130,000            | -11.8%         |

Sources: City of Los Angeles Dept. of Airports; SFO Bureau of Communications; San Diego Unified Port District Airport Operations Dept.

## Local and State Tax Receipts Generated by Travel Spending, 2003p

|                               | (\$ Millions) |
|-------------------------------|---------------|
| <b>Total Local</b> .....      | <b>1,801</b>  |
| Transient Occupancy Tax ..... | 1,051         |
| Local Sales .....             | .751          |
| <b>Total State</b> .....      | <b>3,151</b>  |
| State Sales .....             | 2,190         |
| State Gas Tax .....           | .436          |
| Income Taxes .....            | .526          |
| <b>Total</b> .....            | <b>4,953</b>  |

Source: Dean Runyan Associates

## Top Recreational Activities of Domestic Travelers in California, 2002 (millions of person-trips)

|                              | CA Residents | Non-Residents |
|------------------------------|--------------|---------------|
| Sightseeing                  | 59.7         | 15.8          |
| Theme/Amusement Park         | 30.5         | 7.9           |
| Beach/Waterfront             | 27.9         | 6.1           |
| Parks: National, State, etc. | 18.3         | 3.7           |
| Hike, Bike, etc.             | 15.1         | 1.8           |
| Visit Historic Site          | 12.5         | 3.8           |

Source: D.K. Shifflet & Associates, Ltd., 2003

## Prominent Shopping Districts or Centers

| Region                 | Center or District                    |
|------------------------|---------------------------------------|
| North Coast            | Village at Corte Madera, Corte Madera |
| Shasta Cascade         | Mount Shasta Mall, Redding            |
| San Francisco Bay Area | Union Square, San Francisco           |
| Central Valley         | Fashion Faire, Fresno                 |
| Gold Country           | Arden Fair, Sacramento                |
| High Sierra            | Boatworks Mall, Tahoe City            |
| Central Coast          | El Paseo Nuevo, Santa Barbara         |
| Los Angeles County     | Rodeo Drive, Hollywood                |
| Orange County          | South Coast Plaza, Costa Mesa         |
| San Diego County       | Westfield Horton Plaza, San Diego     |
| Deserts                | El Paseo, Palm Desert                 |
| Inland Empire          | The Galleria at Tyler, Riverside      |

Source: California Tourism, Convention and Visitor Bureaus

## Trends in Tourism

- Major factors influencing travel in 2003, and carrying over into 2004:
  - Iraq conflict in Spring 2003 and continuing instability
  - SARS outbreaks in Asia and Canada
  - Elimination of State tourism budget in June 2003, placing entire responsibility for marketing California as a travel destination on the California Travel and Tourism Commission
  - October 2003 fires in Southern California
  - Lagging economic recovery nationwide
  - Diminished presence of California in the competitive marketplace due to post 9-11 advertising shift from out-of-state to in-state
- While US domestic travel improved in 2003, California continued to lag behind. As of June 2003, California domestic travel was down three percent compared to the prior year.
- Overnight business travel was down 11.9 percent, heavily impacting the meetings and convention market. Companies continued to cut back on employee travel, sending fewer people to meetings, conventions and trade shows, substituting video conferencing and relying more heavily on e-mail. Due to corporate downsizing, there were fewer employees, period.
- Nationally, business travel is projected to increase 4.2 percent in 2004, the first increase since 1999.
- Leisure travel is expected to continue to outperform business travel in California in 2004. According to D.K. Shifflet and Associates, Ltd., overnight leisure travel forecasts which, in Fall 2003, reflected negligible growth in Spring '04 and Summer '04, have been revised (as of March 2004) to reflect a more optimistic Summer and Fall, up 3.1 and 5.2 percent respectively.
- Even more dramatic news is that the outlook for travel to California from out-of-state has greatly improved. Weak consumer confidence levels and sharp declines reported in surveys of travel intentions toward the end of 2003 had produced gloomy forecasts of double-digit drops in non-resident travel. Signs of a rebound strengthened as 2004 progressed. By the end of the first quarter, all projections had turned positive: Spring '04, +6.9%, Summer '04, +6.3%, and Fall '04, +8.5%.
- Length of stay has dropped slightly in recent years, due to the relatively higher proportion of day trips (51.6 % in 1999 to 57.1% in 2002) among California residents as people travel closer to home.
- Average party size has increased slightly, possibly reflecting the post 9-11 increase in family and friends traveling together. School and family reunions, "girlfriend trips," grandparents and grandchildren traveling together, and "traveling with pets" have been noted by trendwatchers across the country. The size of the average traveling party in California grew from 2.3 to 2.4 in 2002.
- By lifestyle, the largest non-resident segments visiting California (2002) are households aged 18-34 traveling with children.
- Overseas travel to the US began showing gains at the end of 2003, according to the U.S. Office of Travel and Tourism Industries. Western Europe, up over seven percent, showed the strongest growth among the major world regions in November. The euro is expected to enjoys a strong exchange rate against the dollar throughout 2004.
- Asian travel to the US grew one percent in November 2003, the first positive growth since January.

# Regional Information



California's twelve tourism regions each have their own unique tourism resources and style. This section of *Fast Facts 2004* includes population information; attendance figures for top attractions, state and national parks; lodging statistics; and travel volume by region. The economic impact of tourism has been calculated for each region in terms of the total expenditures by travelers and the number of jobs supported by tourism. The number of jobs noted includes sole proprietors as well as employees. Average expenditures per person per day are given by county when available. All figures listed supercede those given in previous reports.

# North Coast

The North Coast changes moods with the weather. From sunny vineyards to misty forests to the foggy coast, it is a place out of the past yet bursting with the future. The North Coast region retains a mix of pastoral and wilderness character that once epitomized much of the state. The region includes the counties of Sonoma, Mendocino, Lake, Humboldt, and Del Norte.

Two California Welcome Centers are located in the North Coast region, at Santa Rosa and Arcata.



## Visitor Volume

|                      | County Travel Volume<br>(Person Trips) | % of CA<br>Total Travel<br>Volume | Business<br>Travel | Leisure<br>Travel |
|----------------------|--|-----------------------------------|--------------------|-------------------|
| <b>Sonoma County</b> | 7.1 million                            | 2.3%                              | 1.7 million        | 5.4 million       |

Source: D.K. Shifflet & Associates, Ltd., 2003

## Domestic Visitor Profile, Avg. 1999-2001

|  | CA Leisure Travel to<br>Humboldt County | CA Leisure Travel to<br>Mendocino County |
|--|---|--|
| <b>Avg. length of stay (all trips)</b> | 2.0 nights                              | 1.1 nights                               |
| <b>Avg. length of overnight stay</b>   | 2.7 nights                              | 2.6 nights                               |
| <b>Avg. party size</b>                 | 3.6 persons                             | 2.9 persons                              |
| <b>% Traveling with children</b>       | 33%                                     | 22%                                      |
| <b>% Day trips</b>                     | 19%                                     | 48%                                      |
| <b>Mean household income</b>           | \$55,000                                | \$82,800                                 |
| <b>Used rental car</b>                 | 8%                                      | 7%                                       |
| <b>Top states of origin</b>            | Oregon, 9%<br>Washington, 5%            | Oregon, 3%<br>Arizona, 2%                |

Source: D.K. Shifflet & Associates, Ltd., 2002

## Average expenditures per person per day (less transportation) 2002

|                      | Total    | Business<br>Travel | Leisure<br>Travel | Leisure<br>CA<br>Resident | Leisure<br>Non-<br>Resident |
|----------------------|----------|--------------------|-------------------|---------------------------|-----------------------------|
| <b>Sonoma County</b> | \$108.20 | \$118.50           | \$104.80          | \$108.10                  | \$90.30                     |
| <b>Napa County</b>   | \$107.30 | \$77.60            | \$111.10          | \$107.90                  | \$129.00                    |

Source: D.K. Shifflet & Associates, Ltd., 2003

## Lodging Statistics

| Location                     | Avg.<br>Occupancy<br>Rate 2003 | Percent<br>change<br>2002:2003 | Average<br>Room Rate<br>2003 | Percent<br>change<br>2002:2003 | Hotel<br>Census | Room<br>Census |
|------------------------------|--------------------------------|--------------------------------|------------------------------|--------------------------------|-----------------|----------------|
| <b>California North</b>      | 61.3%                          | -3.2%                          | \$76.29                      | 2.3%                           | 617             | 32,100         |
| <b>California North Area</b> | 60.3%                          | -2.3%                          | \$64.27                      | 2.0%                           | 260             | 10,722         |
| <b>Eureka/Crescent City</b>  | 58.2%                          | 5.1%                           | \$62.05                      | 5.3%                           | 74              | 3,292          |
| <b>Santa Rosa-Petaluma</b>   | 56.9%                          | -5.5%                          | \$98.86                      | 2.8%                           | 81              | 5,472          |

Source: Smith Travel Research, 2004

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Napa Valley, Carneros District

## Regional Population

**Population (2003) . . .778,350**

**Population of Cities (2003)**

**Eureka . . . . .26,100**

**Crescent City . . . . .7,325**

**Santa Rosa . . . . .154,500**

## National Park

- **Redwood National Park**  
2003 Attendance 408,125

## State Parks

- **Jedediah Smith State Park**  
Attendance 187,656\*
- **Del Norte Coast Redwoods State Park**  
Attendance 78,221\*
- **Prairie Creek Redwoods State Park**  
Attendance 263,808\*
- **Grizzly Creek State Park**  
Attendance 31,339\*
- **Humboldt Redwoods State Park**  
Attendance 507,507\*
- **Sonoma Coast State Beach**  
Attendance 2,909,842\*

\*2002/2003 fiscal year

# Shasta Cascade

The Shasta Cascade is an outdoor recreation wonderland. Volcanic landscapes and dense forests provide a scenic venue for camping, hiking, biking, hunting, fishing, swimming, boating, water-skiing, snow shoeing, downhill and cross-country skiing, birding and wildlife viewing. The region includes Siskiyou, Modoc, Trinity, Shasta, Lassen, Tehama, Plumas and Butte Counties.

The California Welcome Center, Anderson is located adjacent to Interstate 5.



Shasta Lake

Robert Holmes/California Tourism

## Regional Population

Population (2003) . . .562,975

Population of Cities (2003)

Redding . . . . .85,700

Yreka . . . . .7,300

Oroville . . . . .13,250

## National Parks

- **Whiskeytown-Shasta-Trinity National Recreation Area**  
2003 attendance 750,951
- **Lassen Volcanic National Park**  
2003 attendance 404,384
- **Lava Beds National Monument**  
2003 attendance 119,515

## State Parks

- **Castle Crags State Park**  
Attendance 44,846\*
- **Plumas-Eureka State Park**  
Attendance 86,493\*
- **McArthur-Burney Falls State Park**  
Attendance 204,347\*
- **Lake Oroville State Recreation Area**  
Attendance 1,381,062\*

\*2002/2003 fiscal year

## Visitor Volume

|        | County Travel Volume<br>(Person Trips) | % of CA<br>Total Travel<br>Volume | Business<br>Travel | Leisure<br>Travel |
|--------|--|-----------------------------------|--------------------|-------------------|
| Shasta | 2.2 million                            | 0.7%                              | 0.5 million        | 1.6 million       |
| Butte  | 1.9 million                            | 0.6%                              | 0.5 million        | 1.4 million       |

Source: D.K. Shifflet & Associates, Ltd., 2003

## Domestic Visitor Profile, Avg. 1999-2001

|                                 | CA Leisure Travel to Shasta County |
|---------------------------------|------------------------------------|
| Avg. length of stay (all trips) | 1.5 nights                         |
| Avg. length of overnight stay   | 2.7 nights                         |
| Avg. party size                 | 2.9 persons                        |
| % Traveling with children       | 32%                                |
| % Day trips                     | 43%                                |
| Mean household income           | \$54,600                           |
| Used rental car                 | 7%                                 |
| Top states of origin            | Oregon, 10%                        |
|                                 | Washington, 6%                     |

Source: D.K. Shifflet & Associates, Ltd., 2003

## Lodging Statistics

| Location         | Avg.<br>Occupancy<br>Rate 2003 | Percent<br>change<br>2002:2003 | Average<br>Room Rate<br>2003 | Percent<br>change<br>2002:2003 | Hotel<br>Census | Room<br>Census |
|------------------|--------------------------------|--------------------------------|------------------------------|--------------------------------|-----------------|----------------|
| California North | 61.3%                          | -3.2%                          | \$76.29                      | 2.3%                           | 617             | 32,100         |
| Redding/Chico    | 60.9%                          | -6.2%                          | \$60.43                      | 1.3%                           | 67              | 4,267          |

Source: Smith Travel Research, 2004



# San Francisco Bay Area

The San Francisco Bay Area is a feast for the senses. The dramatic landscape, the fog and sun climate and the multicultural medley of the diverse neighborhoods all contribute to make a uniquely California blend. The region encompasses the counties of San Francisco, San Mateo, Santa Cruz, Alameda, Marin, and Napa; northern Santa Clara County, and western Contra Costa and Solano counties.

A California Welcome Center is located at PIER 39 in San Francisco.

## Visitor Volume

| County Travel Volume<br>(Person Trips) |              | % of CA<br>Total Travel<br>Volume | Business<br>Travel | Leisure<br>Travel |
|--|--------------|-----------------------------------|--------------------|-------------------|
| Marin/<br>San Francisco/<br>San Mateo  | 27.2 million | 8.8%                              | 8.4 million        | 18.9 million      |
| Santa Cruz                             | 4.6 million  | 1.5%                              | 0.4 million        | 4.3 million       |
| Alameda/<br>Contra Costa               | 11.4 million | 3.7%                              | 4.8 million        | 6.7 million       |
| Santa Clara                            | 12.1 million | 3.9%                              | 4.7 million        | 7.3 million       |
| Solano/Napa                            | 9.6 million  | 3.1%                              | 1.5 million        | 8.1 million       |

Source: D.K. Shifflet & Associates, Ltd., 2003

## Domestic Visitor Profile, Avg. 1999-2001

|                                 | CA Leisure Travel to<br>San Francisco County | CA Leisure Travel to<br>Alameda County |
|---------------------------------|--|--|
| Avg. length of stay (all trips) | 1.5 nights                                   | 1.4 nights                             |
| Avg. length of overnight stay   | 3.2 nights                                   | 3.3 nights                             |
| Avg. party size                 | 3.1 persons                                  | 2.6 persons                            |
| % Traveling with children       | 18%  | 21%                                    |
| % Day trips                     | 48%  | 56%                                    |
| Mean household income           | \$67,600                                     | \$63,100                               |
| Used rental car                 | 23 %   | 10%                                    |

Source: D.K. Shifflet & Associates, Ltd., 2002

## Average expenditures per person per day (less transportation) 2002

|                    | Total    | Business<br>Travel | Leisure<br>Travel | Leisure<br>CA<br>Resident | Leisure<br>Non-<br>Resident |
|--------------------|----------|--------------------|-------------------|---------------------------|-----------------------------|
| San Francisco      | \$130.50 | \$156.60           | \$117.30          | \$110.10                  | \$128.30                    |
| Santa Clara County | \$93.40  | \$127.70           | \$71.20           | \$75.90                   | \$62.10                     |
| Alameda County     | \$76.40  | \$91.90            | \$64.00           | \$61.40                   | \$70.30                     |
| Solano County      | \$95.10  | \$138.30           | \$86.20           | \$94.80                   | \$44.40                     |

Source: D.K. Shifflet & Associates, Ltd., 2003

## Lodging Statistics

| Location                | Avg.<br>Occupancy<br>Rate 2003 | Percent<br>change<br>2002:2003 | Average<br>Room Rate<br>2003 | Percent<br>change<br>2002:2003 | Hotel<br>Census | Room<br>Census |
|-------------------------|--------------------------------|--------------------------------|------------------------------|--------------------------------|-----------------|----------------|
| Oakland                 | 55.0%                          | -6.6%                          | \$83.10                      | -5.1%                          | 229             | 24,398         |
| San Francisco/San Mateo | 62.6%                          | 2.1%                           | \$116.92                     | -5.0%                          | 408             | 52,150         |
| San Jose-Santa Clara    | 54.5%                          | -6.2%                          | \$99.19                      | -8.8%                          | 315             | 29,703         |
| Vallejo-Fairfield-Napa  | 66.9%                          | -4.0%                          | \$89.88                      | 2.2%                           | 135             | 8,347          |

Source: Smith Travel Research, 2003



Robert Holmes/California Tourism



San Francisco, Coit Tower

## Regional Population

Population (2003) 6,341,425

Population of Cities (2003)

San Francisco . . . 791,600  
Oakland . . . . . 412,200  
Santa Cruz . . . . . 55,600  
Napa . . . . . 74,700

## Theme Parks

- **Santa Cruz Beach Boardwalk**  
2003 attendance 3,000,000
- **Six Flags Marine World**  
2003 attendance 1,725,000
- **Paramount's Great America**  
2003 attendance 1,911,000
- **Fort Point National Historical Site**  
2003 attendance 1,635,976
- **Muir Woods National Monument**  
2003 attendance 719,348

## National Parks

- **Golden Gate National Recreation Area**, 2003 attendance 13,833,580
- **San Francisco Maritime Museum**  
2003 attendance 4,004,812
- **Point Reyes National Seashore**  
2003 attendance 2,224,880

## State Parks

- **Mount Tamalpais State Park** Attendance 619,470\*
- **Seacliff State Beach**  
Attendance 2,335,059\*

\*2002/2003 fiscal year



# Central Valley

Bound by the gently rolling hills of the Coast Range to the west and the Sierra foothills to the east, the Central Valley's fertile land provides 25% of the country's table food. The inland fingers of the Delta, and the many rivers, lakes and reservoirs of the valley offer numerous water recreation opportunities. The region includes Glenn, Colusa, Yolo, Yuba, Sutter, San Joaquin, Stanislaus, Merced, and Kings counties; the northwestern portion of Kern County; western portions of Tulare, Madera, and Fresno counties, the northeastern portion of Solano County, and the eastern portion of Contra Costa County.

The California Welcome Center, Merced is a convenient stop for travelers in the Central Valley.



Stanislaus River

Robert Holmes/California Tourism

## Regional Population

**Population (2003) 4,206,295**

**Population of Cities (2003)**

**Fresno . . . . . 448,500**

**Bakersfield . . . . . 266,800**

**Stockton . . . . . 261,300**

**Modesto . . . . . 203,300**

## State Parks

- **Brannan Island State Recreation Area**  
Attendance 149,784\*
- **San Luis Reservoir State Recreation Area**  
Attendance 757,330\*
- **Millerton Lake State Recreation Area**  
Attendance 563,194\*
- **Fort Tejon State Historic Park**  
Attendance 47,780\*

\*2002/2003 fiscal year

## Visitor Volume

| County Travel Volume (Person Trips) |             | % of CA Total Travel Volume | Business Travel | Leisure Travel |
|-------------------------------------|-------------|-----------------------------|-----------------|----------------|
| <b>Kern</b>                         | 6.5 million | 2.1%                        | 2.6 million     | 3.9 million    |
| <b>San Joaquin</b>                  | 4.0 million | 1.3 %                       | 1.1 million     | 3.0 million    |
| <b>Merced</b>                       | 3.1 million | 1.0 %                       | 0.4 million     | 2.7 million    |
| <b>Stanislaus</b>                   | 3.1 million | 1.0 %                       | 1.3 million     | 1.8 million    |
| <b>Yolo</b>                         | 1.5 million | 0.5 %                       | 0.7 million     | 0.9 million    |
| <b>Yuba</b>                         | 0.9 million | 0.3 %                       | 0.3 million     | 0.6 million    |

Source: D.K. Shifflet & Associates, Ltd., 2003

## Average expenditures per person per day (less transportation) 2002

|                          | Total   | Business Travel | Leisure Travel |
|--------------------------|---------|-----------------|----------------|
| <b>Kern County</b>       | \$79.50 | \$120.40        | \$50.90        |
| <b>Fresno County</b>     | \$74.90 | \$78.30         | \$73.00        |
| <b>Stanislaus County</b> | na      | na              | na             |
| <b>Solano County</b>     | \$95.10 | \$138.30        | \$86.20        |

Source: D.K. Shifflet & Associates, Ltd., 2003

## Domestic Visitor Profile, Avg. 1999-2001

|  | CA Leisure Travel to Fresno County      | CA Leisure Travel to San Joaquin County |
|--|---|---|
| <b>Avg. length of stay (all trips)</b> | 1.3 nights                              | 1.0 nights                              |
| <b>Avg. length of overnight stay</b>   | 2.4 nights                              | 2.1 nights                              |
| <b>Avg. party size</b>                 | 2.9 persons                             | 2.9 persons                             |
| <b>% Traveling with children</b>       | 27%                                     | 30%                                     |
| <b>% Day trips</b>                     | 44%                                     | 51%                                     |
| <b>Mean household income</b>           | \$58,000                                | \$60,000                                |
| <b>Used rental car</b>                 | 7%                                      | 7%                                      |
| <b>Top states of origin</b>            | Washington, 3%<br>Texas/Nevada, 2% each | Oregon/Washington, 4% each<br>Texas, 3% |

Source: D.K. Shifflet & Associates, Ltd., 2002

## Lodging Statistics

| Location                      | Avg. Occupancy Rate 2003 | Percent change 2002:2003 | Average Room Rate 2003 | Percent change 2002:2003 | Hotel Census | Room Census |
|-------------------------------|--------------------------|--------------------------|------------------------|--------------------------|--------------|-------------|
| <b>Bakersfield</b>            | 58.8%                    | -1.8%                    | \$56.02                | 2.6%                     | 112          | 8,498       |
| <b>Fresno</b>                 | 63.9%                    | 5.4%                     | \$60.96                | 3.9%                     | 111          | 8,528       |
| <b>Tulare/Visalia</b>         | 58.8%                    | 0.2%                     | \$63.94                | 0.8%                     | 87           | 4,884       |
| <b>Stockton</b>               | 64.6%                    | 0.6%                     | \$62.47                | 2.6%                     | 99           | 6,580       |
| <b>Vallejo-Napa-Fairfield</b> | 66.9%                    | -4.0%                    | \$89.88                | 2.2%                     | 135          | 8,347       |

Source: Smith Travel Research, 2004

# Gold Country

The discovery of gold in the American River at Coloma in 1848 identified California as the land of golden opportunity. Today, the region is a blend of contemporary culture and pioneer beginnings. The Gold Country region includes all of Sacramento and Sierra counties, western portions of Nevada, Placer, El Dorado, Amador, Calaveras and Tuolumne counties, and eastern Madera County.

The California Welcome Center, Auburn is located adjacent to Interstate Highway 80.



## Visitor Volume

|   | County Travel Volume<br>(Person Trips) | % of CA<br>Total Travel<br>Volume | Business<br>Travel | Leisure<br>Travel |
|---|--|-----------------------------------|--------------------|-------------------|
| <b>Sacramento/<br/>El Dorado/Placer</b> | 24.4 million                           | 7.9%                              | 7.1 million        | 17.4 million      |

Source: D.K. Shifflet & Associates, Ltd., 2003

## Average expenditures per person per day (less transportation) 2002

|                          | Total   | Business<br>Travel | Leisure<br>Travel |
|--------------------------|---------|--------------------|-------------------|
| <b>Sacramento County</b> | \$81.50 | \$102.00           | \$69.70           |

Source: D.K. Shifflet & Associates, Ltd., 2003

## Domestic Visitor Profile, Avg. 1999-2001

|  | CA Leisure Travel to Sacramento County   |
|--|--|
| <b>Avg. length of stay (all trips)</b> | 1.3 nights                               |
| <b>Avg. length of overnight stay</b>   | 2.9 nights                               |
| <b>Avg. party size</b>                 | 2.9 persons                              |
| <b>% Traveling with children</b>       | 26%                                      |
| <b>% Day trips</b>                     | 54%                                      |
| <b>Mean household income</b>           | \$66,700                                 |
| <b>Used rental car</b>                 | 10 %                                     |
| <b>Top states of origin</b>            | Nevada, 4%<br>Oregon/Washington, 3% each |

Source: D.K. Shifflet & Associates, Ltd., 2002

## Lodging Statistics

| Location                        | Avg.<br>Occupancy<br>Rate 2003 | Percent<br>change<br>2002:2003 | Average<br>Room Rate<br>2003 | Percent<br>change<br>2002:2003 | Hotel<br>Census | Room<br>Census |
|---------------------------------|--------------------------------|--------------------------------|------------------------------|--------------------------------|-----------------|----------------|
| <b>California North Central</b> | 60.0%                          | -2.7%                          | \$68.40                      | 2.8%                           | 269             | 16,428         |
| <b>Sacramento</b>               | 61.80%                         | -2.2%                          | \$84.60                      | 1.0%                           | 293             | 23,382         |

Source: Smith Travel Research, 2004

John Peimiroo/California Tourism

Sacramento, State Capitol

## Regional Population

**Population (2003) 1,736,420**

**Population of Cities (2003)**

**Sacramento . . . . . 433,400**

**Auburn . . . . . 12,250**

**Placerville . . . . . 10,200**

## State Parks

- **Folsom Lake State Recreation Area**  
Attendance 1,309,138\*
- **Old Sacramento State Historic Park**  
Attendance 567,596\*
- **Marshall Gold Discovery State Historic Park**  
Attendance 280,122\*
- **Columbia State Historic Park**  
Attendance 628,616\*
- **Empire Mine State Historic Park**  
Attendance 117,558\*

\*2002/2003 fiscal year



## High Sierra

The High Sierra is symbolic of the American wilderness. The crystal-clear high country lakes, steaming hot springs, giant sequoias and peaks of the Sierra Nevada are an outdoor enthusiast's dream. The High Sierra region includes all of Alpine, Mariposa and Mono counties, the eastern portions of Nevada, Placer, El Dorado, Amador, Calaveras, Tuolumne, Madera, Fresno and Tulare counties, the northern portion of Inyo County, and northeastern Kern County.



Mono Lake

Robert Holmes/California Tourism

### Domestic Visitor Profile, Avg. 1999-2001

|                                 | CA Leisure Travel to El Dorado County |
|---------------------------------|---------------------------------------|
| Avg. length of stay (all trips) | 2.0 nights                            |
| Avg. length of overnight stay   | 3.2 nights                            |
| Avg. party size                 | 3.4                                   |
| % Traveling with children       | 28%                                   |
| % Day trips                     | 34%                                   |
| Mean household income           | \$71,600                              |
| Used rental car                 | 12 %                                  |
| Top states of origin            | Nevada, 3%<br>Washington, 2%          |

Source: D.K. Shifflet &amp; Associates, Ltd., 2003

### Regional Population

Population (2003) . . 341,110

Population of Cities (2003)

Truckee . . . . .14,850

S. Lake Tahoe . . . . .23,850

Bishop . . . . .3,620

### National Parks

- **Yosemite National Park**  
2003 attendance 3,378,662
- **Sequoia National Park**  
2003 attendance 979,296
- **Kings Canyon National Park**  
2003 attendance 555,985
- **Devil's Postpile National Monument**  
2003 attendance 118,550
- **Manzanar National Historical Site**  
2003 attendance 57,378

### State Parks

- **Donner Memorial State Park**  
Attendance 183,848\*
- **Calaveras Big Trees State Park**  
Attendance 164,820\*
- **D.L. Bliss State Park**  
Attendance 73,030\*
- **Emerald Bay State Park**  
Attendance 525,740\*
- **Sugar Pine Point State Park**  
Attendance 73,948\*

\*2002/2003 fiscal year

### Lodging Statistics

| Location                 | Avg. Occupancy Rate 2003 | Percent change 2002:2003 | Average Room Rate 2003 | Percent change 2002:2003 | Hotel Census | Room Census |
|--------------------------|--------------------------|--------------------------|------------------------|--------------------------|--------------|-------------|
| California North Central | 60.0%                    | 2.7%                     | \$68.40                | 2.8%                     | 269          | 16,428      |

Source: Smith Travel Research, 2004

# Central Coast

The Central Coast is serene Missions, bucolic agricultural communities, and the dramatic meeting of ocean and land. Sometimes called the Middle Kingdom, the region is located between the San Francisco Bay Area and Southern California. It includes Ventura, Santa Barbara, San Luis Obispo, Monterey and San Benito counties, and the southern portion of Santa Clara County.



## Visitor Volume

|                        | County Travel Volume<br>(Person Trips) | % of CA<br>Total Travel<br>Volume | Business<br>Travel | Leisure<br>Travel |
|------------------------|--|-----------------------------------|--------------------|-------------------|
| <b>Monterey</b>        | 8.0 million                            | 2.6 %                             | 1.5 million        | 6.6 million       |
| <b>Santa Barbara</b>   | 10.5 million                           | 3.4%                              | 3.1 million        | 7.4 million       |
| <b>San Luis Obispo</b> | 7.7 million                            | 2.5%                              | 2.1 million        | 5.6 million       |

Source: D.K. Shifflet & Associates, Ltd., 2003

## Average expenditures per person per day (less transportation) 2002

|                               | Total    | Business<br>Travel | Leisure<br>Travel |
|-------------------------------|----------|--------------------|-------------------|
| <b>Santa Barbara County</b>   | \$89.20  | \$89.80            | \$89.00           |
| <b>Monterey County</b>        | \$134.20 | \$175.70           | \$121.70          |
| <b>San Luis Obispo County</b> | \$105.70 | \$105.30           | \$105.80          |
| <b>Ventura County (2001)</b>  | \$57.00  | \$65.90            | \$55.90           |

Source: D.K. Shifflet & Associates, Ltd., 2003

## Domestic Visitor Profile, Avg. 1999-2001

|  | CA Leisure Travel to<br>Monterey County | CA Leisure Travel to<br>San Luis Obispo County |
|--|---|--|
| <b>Avg. length of stay (all trips)</b> | 1.2 nights                              | 1.7 nights                                     |
| <b>Avg. length of overnight stay</b>   | 2.2 nights                              | 2.5 nights                                     |
| <b>Avg. party size</b>                 | 3.1 persons                             | 3.1 persons                                    |
| <b>% Traveling with children</b>       | 24%                                     | 24%  |
| <b>% Day trips</b>                     | 46%                                     | 29%  |
| <b>Mean household income</b>           | \$71,600                                | \$63,200                                       |
| <b>Used rental car</b>                 | 14 %                                    | 8%   |
| <b>Top states of origin</b>            | Oregon, 2%                              | Nevada, 2%<br>Oregon, 1%                       |

Source: D.K. Shifflet & Associates, Ltd., 2002

## Lodging Statistics

| Location             | Avg.<br>Occupancy<br>Rate 2003 | Percent<br>change<br>2002:2003 | Average<br>Room Rate<br>2003 | Percent<br>change<br>2002:2003 | Hotel<br>Census | Room<br>Census |
|----------------------|--------------------------------|--------------------------------|------------------------------|--------------------------------|-----------------|----------------|
| <b>Central Coast</b> | 63.7%                          | -1.1%                          | \$109.63                     | 1.1%                           | 541             | 34,483         |

Source: Smith Travel Research, 2004

Robert Holmes/California Tourism

Pacific Grove at Monterey Bay

## Regional Population

**Population (2003) 2,009,900**

**Population of Cities (2003)**

**Monterey . . . . . 30,350**

**San Luis Obispo . . . 44,350**

**Santa Barbara . . . . 90,500**

**Oxnard . . . . . 181,800**

## Theme Park

- **Monterey Bay Aquarium**  
2003 attendance 1,678,929

## National Park

- **Channel Islands National Park**  
2003 attendance 406,736

## State Parks

- **Salinas River State Beach**  
Attendance 505,221\*
- **Monterey State Historic Park**  
Attendance 563,739\*
- **Point Lobos State Reserve**  
Attendance 285,032\*
- **Hearst Castle™**  
Attendance 767,816\*
- **Pfeiffer Big Sur State Park**  
Attendance 379,562\*

\*2002/2003 fiscal year

# Los Angeles County

Movie making and the glamour of the Silver Screen fascinate the world, but Los Angeles County is much more. The region encompasses high desert, chaparral covered hillsides, sparkling beaches, snowy peaks and a sprawling metropolis, all in one county.

The California Welcome Center, Los Angeles is located in the Beverly Center.



Robert Holmes/California Tourism

## Regional Population

**Population (2003) 9,979,600**

**Population of Cities (2003)**

**Los Angeles . . . 3,864,400**

**Long Beach . . . . . 481,000**

**Beverly Hills . . . . . 35,350**

## Theme/Amusement Parks

- **Universal Studios, Hollywood™**  
2003 attendance 4,576,000
- **Six Flags Magic Mountain**  
2003 attendance 3,050,000

## National Park

- **Santa Monica Mountains National Recreation Area**  
2003 attendance 447,771

## State Parks

- **Topanga State Park**  
Attendance 387,165\*

\*2002/2003 fiscal year

## Visitor Volume

|                    | County Travel Volume<br>(Person Trips) | % of CA<br>Total Travel<br>Volume | Business<br>Travel | Leisure<br>Travel |
|--------------------|--|-----------------------------------|--------------------|-------------------|
| <b>Los Angeles</b> | 52.9 million                           | 17.1 %                            | 19.2 million       | 33.8 million      |

Source: D.K. Shifflet & Associates, Ltd., 2003

## Average expenditures per person per day (less transportation) 2002

|                           | Total   | Business<br>Travel | Leisure<br>Travel |
|---------------------------|---------|--------------------|-------------------|
| <b>Los Angeles County</b> | \$95.20 | \$117.40           | \$82.60           |

Source: D.K. Shifflet & Associates, Ltd., 2003

## Air Arrivals

Los Angeles

**Domestic**

20,115,260

**International**

7,316,469

Source: City of Los Angeles  
Department of Airports

## Domestic Visitor Profile, Avg. 1999-2001

|  | CA Leisure Travel to Los Angeles County |
|--|---|
| <b>Avg. length of stay (all trips)</b> | 1.5 nights                              |
| <b>Avg. length of overnight stay</b>   | 3.3 nights                              |
| <b>Avg. party size</b>                 | 3.1 persons                             |
| <b>% Traveling with children</b>       | 25%                                     |
| <b>% Day trips</b>                     | 53%                                     |
| <b>Mean household income</b>           | \$61,300                                |
| <b>Used rental car</b>                 | 17%                                     |
| <b>Top states of origin</b>            | Arizona, 5%<br>Texas/Nevada, 3% each    |

Source: D.K. Shifflet & Associates, Ltd., 2002

## Lodging Statistics

| Location                      | Avg.<br>Occupancy<br>Rate 2003 | Percent<br>change<br>2002:2003 | Average<br>Room Rate<br>2003 | Percent<br>change<br>2002:2003 | Hotel<br>Census | Room<br>Census |
|-------------------------------|--------------------------------|--------------------------------|------------------------------|--------------------------------|-----------------|----------------|
| <b>Los Angeles-Long Beach</b> | 67.4%                          | 2.4%                           | \$91.10                      | -0.5%                          | 985             | 97,064         |

Source: Smith Travel Research, 2004



# Orange County

Walt Disney opened Disneyland in 1955 and pastoral Orange County was changed forever. The economic boom that followed brought luxury resorts, professional sports, shopping centers and recreation opportunities of all types.

The California Welcome Center in Santa Ana serves the millions of visitors to the region.



## Visitor Volume

|                      | County Travel Volume<br>(Person Trips) | % of CA<br>Total Travel<br>Volume | Business<br>Travel | Leisure<br>Travel |
|----------------------|--|-----------------------------------|--------------------|-------------------|
| <b>Orange County</b> | 27.5 million                           | 8.9%                              | 5 million          | 22.5 million      |

Source: D.K. Shifflet & Associates, Ltd., 2003

## Average expenditures per person per day (less transportation) 2002

|                      | Total   | Business<br>Travel | Leisure<br>Travel |
|----------------------|---------|--------------------|-------------------|
| <b>Orange County</b> | \$99.40 | \$100.10           | \$99.30           |

Source: D.K. Shifflet & Associates, Ltd., 2003

## Domestic Visitor Profile, Avg. 1999-2001

|  | CA Leisure Travel to Orange County        |
|--|---|
| <b>Avg. length of stay (all trips)</b> | 1.4 nights                                |
| <b>Avg. length of overnight stay</b>   | 3.0 nights                                |
| <b>Avg. party size</b>                 | 3.7 persons                               |
| <b>% Traveling with children</b>       | 40%                                       |
| <b>% Day trips</b>                     | 53%                                       |
| <b>Mean household income</b>           | \$64,800                                  |
| <b>Used rental car</b>                 | 12%                                       |
| <b>Top states of origin</b>            | Arizona, 6%<br>Nevada/Washington, 3% each |

Source: D.K. Shifflet & Associates, Ltd., 2002

## Lodging Statistics

| Location                 | Avg.<br>Occupancy<br>Rate 2003 | Percent<br>change<br>2002:2003 | Average<br>Room Rate<br>2003 | Percent<br>change<br>2002:2003 | Hotel<br>Census | Room<br>Census |
|--------------------------|--------------------------------|--------------------------------|------------------------------|--------------------------------|-----------------|----------------|
| <b>Anaheim-Santa Ana</b> | 66.9%                          | 3.9%                           | \$91.55                      | 0.6%                           | 436             | 53,316         |

Source: Smith Travel Research, 2004

Robert Holmes/California Tourism



## Regional Population

**Population (2003) 2,978,800**

**Population of Cities (2003)**

**Anaheim . . . . . 337,400**

**Santa Ana . . . . . 347,200**

**Costa Mesa . . . . . 111,500**

## Theme/Amusement Parks

- **Disneyland**  
2003 attendance 12,720,000
- **Disney's California Adventure**  
2003 attendance 5,311,000
- **Knott's Berry Farm**  
2003 attendance 3,479,895

## State Parks

- **Bolsa Chica State Beach**  
Attendance 2,257,957\*
- **Huntington State Beach**  
Attendance 3,769,946\*
- **Crystal Cove State Park**  
Attendance 653,927\*
- **Doheny State Beach**  
Attendance 1,834,908\*
- **San Clemente State Beach**  
Attendance 1,061,233\*

\*2002/2003 fiscal year



# San Diego County

San Diego reflects the blend of cultures and geography that evolved into the California of today. The Mission, the beaches, the city, the valley and the nearby mountains treat visitors to a glimpse of the old, the new, and the beautiful. A short drive takes you from the beach to wooded mountains where snow dusts the peaks in the winter. All of San Diego County except for Borrego Springs and Anza-Borrego Desert State Park is included in the San Diego County region.

The California Welcome Center, Oceanside is conveniently located on the Coast Highway.



Robert Holmes/California Tourism

## Regional Population

**Population (2003) 2,951,400**

**Population of Cities (2003)**

**San Diego . . . . . 1,275,100**

**Carlsbad . . . . . 90,300**

**Oceanside . . . . . 169,800**

## Theme/Amusement Parks

- **SeaWorld**  
2003 attendance 4,000,000
- **San Diego Zoo**  
2003 attendance 3,085,038
- **Wild Animal Park**  
2003 attendance 1,402,906
- **LEGOLAND**  
2003 attendance 1,300,000

## National Park

- **Cabrillo National Monument**  
2003 attendance 1,130,166

## State Parks

- **Old Town San Diego State Historic Park**  
Attendance 6,490,800\*
- **San Onofre State Beach**  
Attendance 2,385,014\*
- **Carlsbad State Beach**  
Attendance 1,593,639\*
- **Cardiff State Beach**  
Attendance 1,315,308\*
- **Silver Strand State Beach**  
Attendance 464,061\*

\*2002/2003 fiscal year

## Visitor Volume

|                  | County Travel Volume<br>(Person Trips) | % of CA<br>Total Travel<br>Volume | Business<br>Travel | Leisure<br>Travel |
|------------------|--|-----------------------------------|--------------------|-------------------|
| <b>San Diego</b> | 40.5 million                           | 13.1%                             | 11.6 million       | 28.9 million      |

Source: D.K. Shifflet & Associates, Ltd., 2003

## Average expenditures per person per day (less transportation) 2002

|                         | Total   | Business<br>Travel | Leisure<br>Travel |
|-------------------------|---------|--------------------|-------------------|
| <b>San Diego County</b> | \$95.70 | \$119.00           | \$85.40           |

Source: D.K. Shifflet & Associates, Ltd., 2003

## Domestic Visitor Profile, Avg. 1999-2001

|  | CA Leisure Travel to San Diego County     |
|--|---|
| <b>Avg. length of stay (all trips)</b> | 1.4 nights                                |
| <b>Avg. length of overnight stay</b>   | 3.0 nights                                |
| <b>Avg. party size</b>                 | 3.3 persons                               |
| <b>% Traveling with children</b>       | 21%                                       |
| <b>% Day trips</b>                     | 50%                                       |
| <b>Mean household income</b>           | \$69,300                                  |
| <b>Used rental car</b>                 | 10%                                       |
| <b>Top states of origin</b>            | Arizona, 8%<br>Nevada/Washington, 3% each |

Source: D.K. Shifflet & Associates, Ltd., 2002

## Air Arrivals

San Diego

**Domestic**

7,493,390

**International**

130,208

Source: San Diego Unified  
Port District Airport  
Operations Department,  
2003

## Lodging Statistics

| Location         | Avg.<br>Occupancy<br>Rate 2003 | Percent<br>change<br>2002:2003 | Average<br>Room Rate<br>2003 | Percent<br>change<br>2002:2003 | Hotel<br>Census | Room<br>Census |
|------------------|--------------------------------|--------------------------------|------------------------------|--------------------------------|-----------------|----------------|
| <b>San Diego</b> | 69.5%                          | 1.9%                           | \$111.34                     | 2.2%                           | 446             | 53,107         |

Source: Smith Travel Research, 2004

# Deserts

California's deserts are full of contrasts. Side by side with golf courses, tennis courts and luxury resorts are colorful geological formations, fan-palm oases, riparian wetlands, spring wildflowers, high rugged peaks and an inland saltwater sea. The Desert region includes all of Imperial County, and the eastern portions of San Bernardino, Riverside, San Diego, Kern and Inyo counties.

There are two California Welcome Centers in the Desert region. The Barstow facility provides travelers with information as they enter California through the desert. The California Welcome Center in Yucca Valley serves desert visitors to the Palm Springs and Joshua Tree National Park area.



## Visitor Volume

|                              | County Travel Volume<br>(Person Trips) | % of CA<br>Total Travel<br>Volume | Business<br>Travel | Leisure<br>Travel |
|------------------------------|--|-----------------------------------|--------------------|-------------------|
| Riverside/<br>San Bernardino | 29.7 million                           | 9.6 %                             | 6.5 million        | 23.2 million      |

Source: D.K. Shifflet & Associates, Ltd., 2003

## Average expenditures per person per day (less transportation) 2002

|                       | Total   | Business<br>Travel | Leisure<br>Travel |
|-----------------------|---------|--------------------|-------------------|
| Riverside County      | \$77.10 | \$99.50            | \$72.00           |
| San Bernardino County | \$66.10 | \$62.70            | \$67.10           |

Source: D.K. Shifflet & Associates, Ltd., 2003

## Domestic Visitor Profile, Avg. 1999-2001

|                                 | CA Leisure Travel to<br>San Bernardino County | CA Leisure Travel to<br>Riverside County     |
|---------------------------------|---|--|
| Avg. length of stay (all trips) | 1.1 nights                                    | 1.5 nights                                   |
| Avg. length of overnight stay   | 2.5 nights                                    | 3.0 nights                                   |
| Avg. party size                 | 3.1 persons                                   | 3.0 persons                                  |
| % Traveling with children       | 27%   | 21%  |
| % Day trips                     | 55%   | 50%  |
| Mean household income           | \$57,800                                      | \$69,300                                     |
| Used rental car                 | 8%  | 10%  |
| Top states of origin            | Arizona/Washington,<br>3% each<br>Oregon, 2%  | Arizona/Washington,<br>3% each<br>Oregon, 2% |

Source: D.K. Shifflet & Associates, Ltd., 2002

## Lodging Statistics

| Location     | Avg.<br>Occupancy<br>Rate 2003 | Percent<br>change<br>2002:2003 | Average<br>Room Rate<br>2003 | Percent<br>change<br>2002:2003 | Hotel<br>Census | Room<br>Census |
|--------------|--------------------------------|--------------------------------|------------------------------|--------------------------------|-----------------|----------------|
| Palm Springs | 59.4%                          | 0.5%                           | \$116.70                     | -4.1%                          | 122             | 13,827         |

Source: Smith Travel Research, 2004

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## Regional Population

**Population (2003) 1,865,175**

**Population of Cities (2003)**

**Barstow . . . . . 23,000**

**Palm Springs . . . . . 44,000**

## National Parks

- **Joshua Tree National Park**  
2003 attendance 1,280,465
- **Death Valley National Park**  
2003 attendance 785,395

## State Parks

- **Red Rock Canyon State Park**  
Attendance 185,600\*
- **Providence Mountains State Park**  
Attendance 8,435\*
- **Salton Sea State Recreation Area**  
Attendance 245,657\*
- **Anza-Borrego Desert State Park**  
Attendance 550,265\*

\*2002/2003 fiscal year



# Inland Empire

Visitors to the Inland Empire find a world of surprises: nearby ski resorts, lush vineyards, a mission-style inn, orchards, and hot-air balloon festivals. The region encompasses the western portions of Riverside and San Bernardino Counties, including the communities of Riverside, San Bernardino, Temecula, Hemet, Big Bear, Lake Arrowhead, San Jacinto and Victorville.



Big Bear Lake

Robert Holmes/California Tourism

## Regional Population

**Population (2003) 1,711,025**

**Population of Cities (2003)**

**Riverside . . . . . 274,100**

**San Bernardino . . . 194,100**

**Ontario . . . . . 165,700**

## State Parks

- **Lake Perris State Recreation Area**  
Attendance 1,205,666\*
- **Silverwood Lake State Recreation Area**  
Attendance 487,009\*
- **Mount San Jacinto State Park**  
Attendance 387,818\*

\*2002/2003 fiscal year

## Visitor Volume

|                                      | County Travel Volume<br>(Person Trips) | % of Ca<br>Total Travel<br>Volume | Business<br>Travel | Leisure<br>Travel |
|--------------------------------------|--|-----------------------------------|--------------------|-------------------|
| <b>Riverside/<br/>San Bernardino</b> | 29.7 million                           | 9.6%                              | 6.5 million        | 23.2 million      |

Source: D.K. Shifflet & Associates, Ltd., 2003

## Average expenditures per person per day (less transportation) 2002

|                              | Total   | Business<br>Travel | Leisure<br>Travel |
|------------------------------|---------|--------------------|-------------------|
| <b>Riverside County</b>      | \$77.10 | \$99.50            | \$72.00           |
| <b>San Bernardino County</b> | \$66.10 | \$62.70            | \$67.10           |

Source: D.K. Shifflet & Associates, Ltd., 2003

## Domestic Visitor Profile, Avg. 1999-2001

|  | CA Leisure Travel to<br>San Bernardino County | CA Leisure Travel to<br>Riverside County     |
|--|---|--|
| <b>Avg. length of stay (all trips)</b> | 1.1 nights                                    | 1.5 nights                                   |
| <b>Avg. length of overnight stay</b>   | 2.5 nights                                    | 3.0 nights                                   |
| <b>Avg. party size</b>                 | 3.1 persons                                   | 3.0 persons                                  |
| <b>% Traveling with children</b>       | 27%   | 21%  |
| <b>% Day trips</b>                     | 55%   | 50%  |
| <b>Mean household income</b>           | \$57,800                                      | \$69,300                                     |
| <b>Used rental car</b>                 | 8%  | 10%  |
| <b>Top states of origin</b>            | Arizona/Washington,<br>3% each<br>Oregon, 2%  | Arizona/Washington,<br>3% each<br>Oregon, 2% |

Source: D.K. Shifflet & Associates, Ltd., 2002

## Lodging Statistics

| Location                             | Avg.<br>Occupancy<br>Rate 2003 | Percent<br>change<br>2002:2003 | Average<br>Room Rate<br>2003 | Percent<br>change<br>2002:2003 | Hotel<br>Census | Room<br>Census |
|--------------------------------------|--------------------------------|--------------------------------|------------------------------|--------------------------------|-----------------|----------------|
| <b>Riverside/<br/>San Bernardino</b> | 64.5%                          | 1.3%                           | \$81.55                      | -0.4%                          | 465             | 36,795         |

Source: Smith Travel Research, 2004

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